

WHAT IS CLAIMED IS:

1 1. An advertisement supplying system for displaying a point
2 which may give viewing persons an incentive to view an
3 advertisement in combination with advertisement information
4 on a terminal apparatus connected thereto via a computer network,
5 comprising:

6 storage means for storing thereinto identification
7 information of a customer and a point degree owned by the customer
8 in relation to each other;

9 means for accepting identification information of a
10 customer from a terminal apparatus of the customer;

11 means for acquiring the point degree owned by the customer
12 from said storage means, said owned point degree being related
13 to the accepted identification information of the customer;
14 and

15 display point degree determining means for determining
16 a point degree to be displayed in combination with the
17 advertisement information based upon the acquired point degree
18 owned by the customer.

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1 2. An advertisement supplying system as claimed in claim
2 1 wherein:

3 said display point degree determining means determines
4 a degree of a point to be displayed based upon a relationship
5 between the point degree owned by the customer and the display
6 point degree with reference to a predetermined rule.

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1 3. An advertisement supplying system as claimed in claim
2 2 wherein:

3 said rule is determined in such a manner that while a
4 point degree owned by a customer increases, a point degree
5 to be displayed decreases.

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1 4. An advertisement supplying system as claimed in claim
2 1 wherein:

3 a minimum value of the point degree to be displayed is
4 equal to 0.

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1 5. An advertisement supplying system for displaying a point
2 which may give viewing persons an incentive to view an
3 advertisement in combination with advertisement information
4 on a terminal apparatus connected thereto via a computer network,
5 comprising:

6 storage means for storing therein identification
7 information of a customer and personal information related
8 to the customer in relation to each other;

9 means for accepting identification information of a

10 customer from a terminal apparatus of the customer;

11 means for acquiring the personal information related to
12 the customer from said storage means, said personal information
13 being related to the accepted identification information of
14 the customer; and

15 display point degree determining means for determining
16 a point degree to be displayed in combination with the
17 advertisement information based upon the acquired personal
18 information related to the customer.

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1 6. An advertisement supplying system as claimed in claim
2 5 wherein:

3 the personal information related to the customer
4 corresponds to information as to at least any one of a sex
5 of the customer, an age thereof, and a taste thereof.

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1 7. An advertisement supplying system as claimed in any one
2 of claims 1 to 6 wherein:

3 a sort of point degree which can be displayed is previously
4 determined; and

5 the display point degree determined by said display point
6 degree determining means is selected from the sort of point
7 degrees which can be displayed.

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1 8. A program product capable of causing a computer to function

2 as an advertisement supplying system for displaying a point
 3 which may give viewing persons an incentive to view an
 4 advertisement in combination with advertisement information
 5 on a terminal apparatus connected thereto via a computer network,
 6 comprising:

7 a storage process for storing into a storage means
 8 identification information of a customer and a point degree
 9 owned by the customer in relation to each other;

10 a process for accepting identification information of
 11 a customer from a terminal apparatus of the customer;

12 a process for acquiring the point degree owned by the
 13 customer related to the accepted identification information
 14 of the customer; and

15 a display point degree determining process for determining
 16 a point degree to be displayed in combination with the
 17 advertisement information based upon the acquired point degree
 18 owned by the customer.

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1 9. A program product capable of causing a computer to function
 2 as an advertisement supplying system for displaying a point
 3 which may give viewing persons an incentive to view an
 4 advertisement in combination with advertisement information
 5 on a terminal apparatus connected thereto via a computer network,
 6 comprising:

7 a storage process for storing into a storage means

8 identification information of a customer and personal
9 information related to the customer in relation to each other;
10 a process for accepting identification information of
11 a customer from a terminal apparatus of the customer;
12 a process for acquiring the personal information related
13 to the customer, said personal information being related to
14 the accepted identification information of the customer; and
15 a display point degree determining process for determining
16 a point degree to be displayed in combination with the
17 advertisement information based upon the acquired personal
18 information related to the customer.